August 1986 $7.00

Dealerscope Merchandising

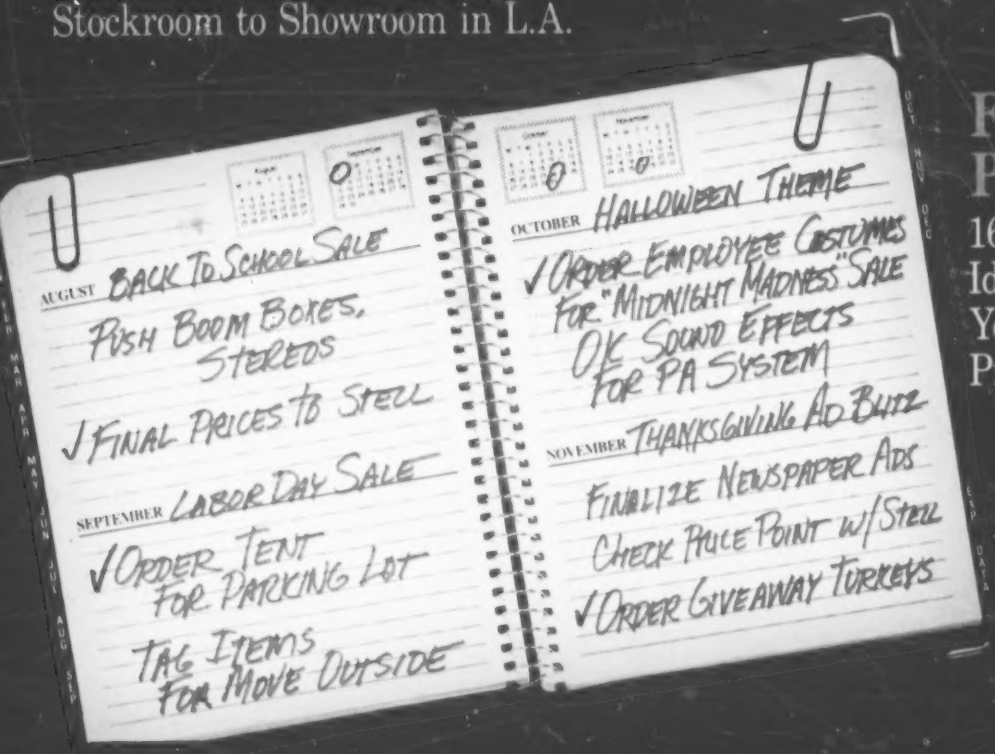
The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Appliance Sale Revival

Ley Brothers Breathe Life into Old Stores

Video Display Trends

Castles for Kids in Omaha; Stockroom to Showroom in L.A.


AUGUST BACK TO SCHOOL SALE
PUSH BOOM BOXES, STEREOS
✓ FINAL PRICES TO STEEL
SEPTEMBER LABOR DAY SALE
✓ ORDER TENT FOR PARKING LOT
TAG ITEMS FOR MOVE OUTSIDE
OCTOBER HALLOWEEN THEME
✓ ORDER EMPLOYEE COSTUMES
FOR "MIDNIGHT MADNESS" SALE
OK SOUND EFFECTS FOR PA SYSTEM
NOVEMBER THANKSGIVING AD BLITZ
FINALIZE NEWSPAPER ADS
CHECK PRICE POINT W/ STEEL
✓ ORDER GIVEAWAY TURKEYS

Fall Promo Planner

16 Dynamite Ideas for Year-End Promotions

August 1986
Vol. 28, No. 8

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PEOPLE ON THE MOVE

John F. Doyle has retired as chairman of the board of Pioneer Electronics (USA) Inc.

Robert F. Pierce has been named to the newly created position of director of marketing/video products at Ricoh Corp.

Citizen names **Jim Ristow** national sales manager, Consumer Products group.

Kevin Sullivan, regional VP, named VP, sales, Audio/Video Group for Mitsubishi Electric Sales America, Inc. (MESA).

Clarion Corp. taps **Larry Carpenter**, ex-national sales manager, Sony autosound, as VP.

In reorganization at Alpine, **Reese Haggott**, exec VP, becomes consultant. **Jim Sala**, national advertising manager, and **Matthew Rounds**, national sales manager, leave company. And **David Black** promoted from VP, product planning to VP, marketing.

Nicholas Santrizos resigns as president of Thorn EMI/HBO Video and plans to remain in home video.

David Brown has resigned as CBS/Fox marketing VP to head VMax Inc./Vidmax (Canada).

Ron Fair has resigned as Brother Intl. president; T. Yasui, company veteran, named as replacement.

Warrantech names **Jerry Weinstein** VP, sales and marketing.

Anthony Mirabelli, ex-general manager, Quasar, appointed VP, marketing, audio/video, NEC.

Distributor B.A. Pargh promotes **David Seifert** to senior VP.

Seifert

Dion

Michael Dion named national sales manager at ORA Electronics.

Desarae Mueller, formerly with Great Plains Stereo & TV, has joined Applause Video as merchandise coordinator.

Kaypro Corp. has selected **John Purner** VP, sales.

Peter Pirner has been named president of Media Home Entertainment. **Janice Whiffen** has been appointed VP, sales.

William J. Purdy Co. has been chosen as manufacturer's representative of northern California and northern Nevada for Shakespeare CB antennas and accessories.

Jim Oblak has been appointed director of marketing for Phone-Mate, Inc.

Meridian Entertainment has named **E.B. Goldman** VP, finance, **Merril Goldman** operations manager and **Victoria Quinn-Stephens** director, corporate communications.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
May 1986 vs. May 1985
(In Units)

	May 1986	May 1985	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,191,683	1,028,118	+15.9	6,542,685	6,124,114	+ 6.8
Monochrome	229,068	249,782	– 8.3	1,361,707	1,341,930	+ 1.5
TOTAL TV*	**1,420,741**	**1,277,900**	**+11.2**	**7,904,392**	**7,466,044**	**+ 5.9**
Projection TV	17,104	13,888	+23.2	107,262	83,746	+28.1
Home VCR	871,552	662,972	+31.5	4,663,469	3,967,429	+17.5
Camcorders**	65,142	NA	NA	289,165	NA	NA
Color Video Cameras	6,689	24,780	–73.0	43,260	172,408	–74.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Charles Schmidt has been elected senior VP and group executive, Raytheon Co. to direct the company's home appliance business, which includes Amana, Caloric and Speed Queen.

As a result of the merger of Magic Chef into The Maytag Co., **Leonard Hadley**, former Maytag VP, corporate planning, has been named president of the new Maytag appliance division and **John R. Green Jr.**, president and chief operating officer of Magic Chef, has left the company.

Ward Smith, chairman of White Consolidated Industries, a wholly owned subsidiary of A.B. Electrolux, has left the company. **Anders Scharp**, president of the Electrolux Group in Sweden, succeeds him as chairman. **Hal Schafer** heads WCI's Major Appliance Group brand-name sales and marketing, and **Vincent Chiarucci** is named president of WCI's Home Comfort Group, according to **James Ringler**, president, WCI Major Appliance Group.

KitchenAid recently chose **Dan Segal**, service manager for Leck Industries, Ltd. (Woodbury, NY), as top distributor service manager for 1985.

John Lomacz has been named general manager of Thermador/Waste King's California sales branch. **Dan Moore** will work with Lomacz as California field sales manager.

Whirlpool names **Richard Litzinger** division VP, international operations.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1986

	May 1986	May 1985	Percent Change	Calendar Year to Date 1986	1985	Percent Change
ALL MAJOR APPLIANCES	**3,908.7**	**4,182.0**	**– 6.5**	**17,925.4**	**17,943.5**	**– 0.1**
COOKING — TOTAL	**1,294.0**	**1,297.7**	**– 0.3**	**6,000.8**	**5,602.9**	**+ 7.1**
Electric Ranges — Total	257.4	260.5	– 1.2	1,283.3	1,228.0	+ 4.5
Free Standing	213.1	213.4	– 0.1	1,051.9	999.5	+ 5.2
Built-In	44.3	47.1	– 5.9	231.4	228.5	+ 1.3
Microwave Ovens/Ranges	1,051.0	1,055.7	– 0.5	4,791.7	4,458.5	+ 7.5
HOME LAUNDRY — TOTAL	**767.9**	**775.0**	**– 0.9**	**3,834.6**	**3,736.2**	**+ 2.6**
Automatic Washers	459.0	467.9	– 1.9	2,201.5	2,171.0	+ 1.4
Dryers — Total	308.9	307.1	+ 0.6	1,633.1	1,565.2	+ 4.3
Electric	243.6	245.9	– 0.9	1,280.1	1,234.2	+ 3.7
Gas	65.2	61.2	+ 6.5	353.0	331.0	+ 6.7
KITCHEN CLEAN UP — TOTAL	**637.0**	**664.1**	**– 4.1**	**3,305.7**	**3,208.6**	**+ 3.0**
Disposers	317.8	360.1	– 11.8	1,688.4	1,737.6	– 2.8
Dishwashers — Total	301.1	285.5	+ 5.5	1,538.9	1,399.4	+ 10.0
Built-In	283.8	268.5	+ 5.7	1,443.0	1,297.4	+ 11.2
Portable	17.3	17.0	+ 1.8	95.9	102.0	– 6.0
Compactors	18.0	18.5	– 2.7	78.4	71.7	+ 9.3
FOOD PRESERVATION — TOTAL	**675.9**	**676.2**	**—**	**2,846.0**	**2,748.5**	**+ 3.6**
Refrigerators	569.7	563.9	+ 1.0	2,393.6	2,277.5	+ 5.1
Freezers — Total	106.3	112.3	– 5.3	452.4	471.0	– 4.0
Chest	58.6	59.5	– 1.5	245.2	243.3	+ 0.8
Upright	47.7	52.8	– 9.7	207.2	227.7	– 9.0
HOME COMFORT — TOTAL	**533.8**	**769.1**	**– 30.6**	**1,938.4**	**2,647.3**	**– 26.8**
Room Air Conditioners	451.4	632.4	– 28.6	1,636.7	2,175.5	– 24.8
Dehumidifiers	82.4	136.7	– 39.7	301.6	471.8	– 36.1
GAS RANGES	**147.9**	**143.4**	**+ 3.1**	**759.0**	**691.2**	**+ 9.8**

Source: AHAM